

# ST. JOHN'S



*Edmond*

# NEWFOUNDLAND

## CITY MARITIME

POLAR  
PAM  
6100

POLARPAM





When you visit old St. John's, come with an open mind, a ready camera and the willingness to adjust to the relaxed pace of a way of life in which people take time to live.



have fun in St. John's

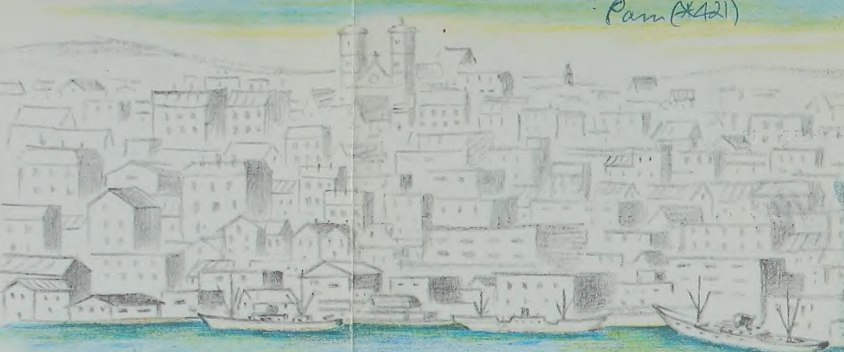


Within a few miles of the city in any direction you'll find striking coastal scenery. Offshore islands, a short drive from the city, harbour vast colonies of seabirds. Informal arrangements can be made for a trip in a fishing boat for sightseeing or cod-jigging, or you can hire a tuna boat to fish for the fighting bluefins in Conception Bay. Your impressions will be varied, for St. John's is many things . . . the weatherbeaten, wooden wharves of the waterfront . . . the rows of wooden houses climbing the steep hills from downtown . . . a forest of chimney pots atop the Edwardian homes . . . the spacious geometry and bright new houses of the suburbs . . . the cluster of fishing stages flanking the Narrows only a gunshot distant from the glass and concrete palaces of government and industry. See St. John's for yourself, but plan early. We hardly ever have room enough for all the visitors who'd like to linger here.



make your visit memorable . . . treasured forever . . .



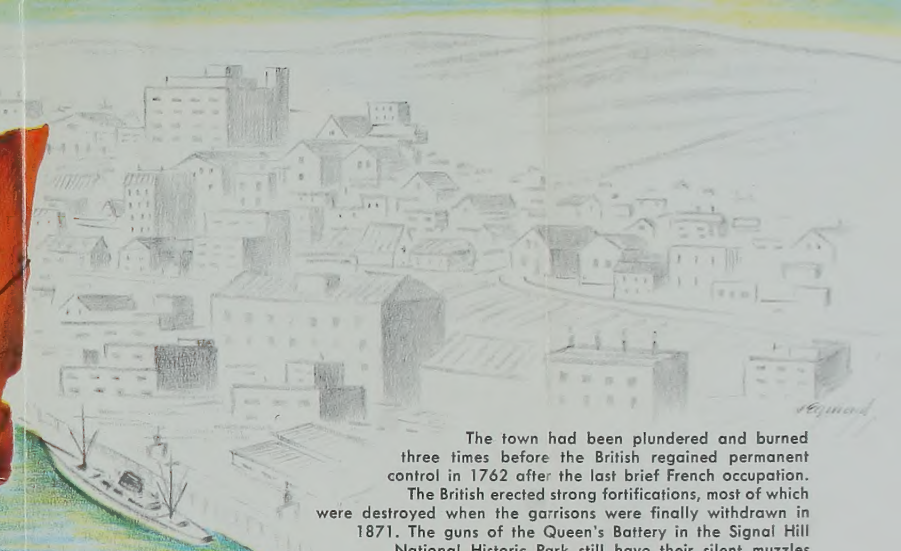


Much of the charm of St. John's lies in its Old World atmosphere. Its harbour has offered safe haven to ships of all nations for more than four centuries. Still, this seaport city lives very much in the present and energetically builds for the future. Tradition has it that John Cabot, having sailed south from Cape Bonavista, sheltered in its excellent harbour and named it in honour of the day of his arrival, St. John's Day, June 24th, 1497. European fishermen began frequenting Newfoundland waters early in the 16th century and Sir Humphrey Gilbert arrived to lay formal claim to the island in 1583.

The path along the waterfront, on which Gilbert and his officers strolled, is the oldest street in North America. Through the 17th and 18th centuries, St. John's became increasingly important as a fishing centre and was the frequent target for pirate fleets as well as the French, who made continued efforts to seize control of Newfoundland.



St. John's, the oldest city in north america.



The town had been plundered and burned three times before the British regained permanent control in 1762 after the last brief French occupation. The British erected strong fortifications, most of which were destroyed when the garrisons were finally withdrawn in 1871. The guns of the Queen's Battery in the Signal Hill National Historic Park still have their silent muzzles commanding the approaches to St. John's Harbour, mute reminders of an embattled period in the history of Britain's oldest colony. The laws against permanent settlement were repealed in 1811. Calamitous fires in 1816, 1817, 1846 and 1892 were followed by failure of the banks in 1894, but the town stubbornly grew and flourished in spite of these setbacks. As seen today, it reflects a bustling confidence in its future as the capital of what is now Canada's newest province. The well-planned suburbs are constantly spreading out behind the "old" town into modern commercial and residential areas to serve an expanding population that has more than doubled in the past few decades.

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## things to see

### NEWFOUNDLAND MUSEUM

contains relics of the extinct Beathuck Indians and many other interesting items.

### CABOT TOWER AND QUEEN'S BATTERY

are in Signal Hill National Historic Park, which offers a commanding overall view of the city and harbour. It was on Signal Hill, in December 1901, that Marconi received the first wireless message which was sent from Cornwall, England.

### THE NATIONAL WAR MEMORIAL

stands on the site where Gilbert laid formal claim to Newfoundland on behalf of Elizabeth I in 1583.

### THE COLONIAL BUILDING

was erected in 1847 and was the seat of Government from 1850 to 1960.

### THE ANGLICAN CATHEDRAL

was designed by Sir Gilbert Scott in 1816 and is one of the finest examples of ecclesiastical Gothic in North America.

### THE BASILICA OF ST. JOHN THE BAPTIST

was commenced in 1841. It is preeminent in size, in the shape of a Latin Cross, and holds 8000 worshippers.

### THE OLD GARRISON CHURCH (ST. THOMAS')

was originally used by the military forces and was opened for worship in 1836. The interior still displays the Hanoverian Coat of Arms.

### CONFEDERATION BUILDING

is headquarters of the provincial government and meeting place of the Legislature. It is the tallest building in St. John's and the public Observation Tower offers interesting historical displays as well as a striking panoramic view of the city.

## things to do

Scenic drives . . . souvenir shopping for Newfoundland handicrafts . . . golfing and tennis . . . spectator sports such as harness racing, baseball, soccer, etc. . . . photography . . . boat trips around the harbour or nearby coastline . . . cod jigging with fishermen . . . big game fishing for bluefin tuna . . . fresh water fishing for trout . . . dining and dancing at the clubs . . . almost every activity that might interest you is available or can be arranged in St. John's. We think you'll like it here.

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## HOW to get there

### BY RAIL

Canadian National Railways operates a daily passenger and car ferry between North Sydney, Nova Scotia, and Port-aux-Basques, Newfoundland. It connects with the regular train service across the province to St. John's.

### BY SEA

Bring your car across on the daily ferry from North Sydney but you should make advance reservations. You can then motor from Port-aux-Basques to St. John's. Paving of the Trans-Canada Highway across the province will be completed by the end of 1965. Meantime, some sections, still under construction, will be rough and dusty.

### BY CAR

St. John's is a domestic terminal for Air Canada and for Eastern Provincial Airways. Information and reservations may be obtained from any Air Canada or Eastern Provincial Airways office or agency. International air traffic passes through Gander Airport, where direct connections may be made with Air Canada and Eastern Provincial Airways flights to St. John's.

### BY AIR

ISSUED 1965 BY THE

**NEWFOUNDLAND TOURIST DEVELOPMENT OFFICE**

OLIVER L. VARDY, Director

CONFEDERATION BLDG.

ST. JOHN'S, NFLD.

